U.S. Serial No. 09/532,755
Attorney Docket No. PD-990193

This listing of claims will replace all prior versions, and listings of claims in this application:

LISTING OF CLAIMS:

Claims 1-10 (canceled)

Claim 11 (currently amended): The method of claim [[10]] 14, wherein the step of displaying the set of advertisements from the plurality of advertisements includes the step of repeating the display of an advertisement from the set of advertisements at a frequency based on the similarity score of the advertisement.

Claim 12 (currently amended): The method of claim [[10]] 14, wherein the step of displaying the set of advertisements from the plurality of advertisements based on the similarity scores includes the step of prioritizing the advertisements within the set of advertisements for display based on the similarity scores of the advertisements within the set of advertisements and displaying the advertisements within the set of advertisements in order of priority.

Claim 13 (currently amended): The method of claim [[10]] 14, wherein the step of displaying the set of advertisements from the plurality of advertisements based on the similarity scores includes the step of displaying advertisements having a similarity score greater than a predetermined threshold similarity score.

Claim 14 (previously amended): A method for broadcasting and displaying advertisements comprising:

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transmitting program guide data and advertising data, wherein the program guide data

includes program information that characterizes each of a plurality of television programs and

wherein the advertising data includes a plurality of advertisements and advertisement

information that characterizes each of the plurality of advertisements;

receiving the program guide data and advertising data;

maintaining a selection history that includes program information associated with

television programs selected by a user;

calculating a similarity score for each of the plurality of advertisements received

based on a comparison between attributes associated with each of the plurality of

advertisements and attributes associated with the selection history;

storing the advertising data and program guide data in a memory, wherein storing

advertising data includes storing advertisements having a similarity score greater than a

predetermined threshold similarity score and discarding advertisements having a similarity

score less than or equal to the predetermined threshold similarity score; and

displaying a set of advertisements from the plurality of advertisements based on the

similarity scores.

Claim 15 (canceled)

Claim 16 (currently amended): The method of claim [[10]] 14, wherein storing the

advertising data in the memory includes determining if each of the plurality advertisements

received has a similarity score greater than an advertisement from the set of advertisements.

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Claim 17 (currently amended): The method of claim [[10]] 14, wherein storing the

advertising data in the memory includes determining if the memory has sufficient space to

store each of the plurality of advertisements.

Claim 18 (currently amended): The method of claim [[10]] 14, wherein storing

advertising data includes storing an advertisement beyond a display lifetime associated with

the advertisement when the advertisement has a similarity score greater than a predetermined

threshold similarity score.

Claim 19 (currently amended): The method of claim [[10]] 14, wherein displaying the

set of advertisements from the plurality of advertisements includes selecting advertisement

images associated with each of the plurality of advertisements based on the similarity scores

for each of the plurality of advertisements and displaying the selected advertisement images.

Claims 20-25 (canceled)

Claim 26 (previously amended): A system for use in displaying advertisements within

an electronic program guide, the system comprising:

a transmitter that broadcasts a plurality of advertisements having a set of

advertisement attributes and a plurality of television programs having a set of program

attributes;

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a receiver that receives and separates the plurality of advertisements from the plurality

of television programs;

a memory coupled to the receiver that stores the plurality of advertisements and the

set of advertisement attributes;

a controller coupled to the receiver and the memory that stores the set of program

attributes in a selection history table in the memory and that identifies a first advertisement

based on a correlation between the set of program attributes stored in the selection history

table and the advertisement attributes associated with the first advertisement, and wherein the

controller stores statistical information in the memory and the statistical information

represents the number of times that advertisements are displayed;

a central processing station that receives and processes the statistical information; and

a display that displays the first advertisement within the electronic program guide.

Claim 27 (original): The system of claim 26, wherein the selection history table

includes plurality of selection histories and each of the selection histories contains program

attributes associated with television programs selected by one of a plurality of users.

Claim 28 (original): The system of claim 26, wherein the program attributes and the

advertisement attributes include category information.

Claim 29 (original): The system of claim 26, wherein the program attributes and the

advertisement attributes include key words and phrases.

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Claim 30 (original): The system of claim 26, wherein the program attributes and the advertisement attributes include series information.

Claim 31 (original): The system of claim 26, wherein the program attributes and the advertisement attributes include group information.

Claim 32 (original): The system of claim 26, wherein the program attributes and the advertisement attributes include credits information.

Claim 33 (original): The system of claim26, wherein the program attributes and the advertisement attributes include name information.

Claim 34 (original): The system of claim 26, wherein each of the plurality of advertisements includes an advertising object having attributes characterizing the content of the advertisement and wherein the advertising object points to a content object having advertising content.

Claim 35 (original): The system of claim 34, wherein the content object is a hyper text markup language object.

Claim 36 (original): The system of claim 26, wherein a remote control communicates first and second television programs selected by the user and wherein the receiver identifies an elapsed time between the first television program and the second television program and

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stores the program attributes associated with the first television program if the elapsed time is

within a predetermined time period.

Claim 37 (original): The system of claim 36, wherein the predetermined time period is

greater that about 5 minutes and less than about 12 hours.

Claim 38 (original): The system of claim 26, wherein a group of television programs

from the plurality of television programs is selected by the user with a remote control, the

controller stores the program attributes associated with the group of television programs in

the selection history table, the controller calculates a similarity score for each of the plurality

of advertisements stored in the memory based on the correlation between the advertisement

attributes associated with each of the plurality of advertisements and the program attributes

stored in the selection history table, the controller calculates a similarity score for a

subsequently received advertisement based on a correlation between advertisement attributes

associated with the subsequently received advertisement and the program attributes stored in

the selection history table, and the controller identifies and replaces a stored advertisement

having the lowest similarity score with the subsequently received advertisements.

Claim 39 (original): The system of claim 38, wherein each of the plurality of

advertisements has a plurality of advertisement images and wherein the controller selects an

image from the plurality of advertisement images based on similarity score for each of the

plurality of advertisements.

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Claim 40 (original): The system of claim 39, wherein the remote control has a set of image altering buttons that select and modify advertisement images.

Claim 41 (original): The system of claim 40, wherein one of the image altering buttons causes an advertisement image to be enlarged.

Claim 42 (original): The system of claim 40, wherein one of the image altering buttons causes an advertisement image to be reduced.

Claim 43 (original): The system of claim 40, wherein one of the image altering buttons causes an advertisement image to be deleted.

Claim 44 (canceled)

Claim 45 (previously amended): A system for receiving and displaying advertisements in an electronic program guide, the system comprising:

a receiver for receiving a plurality of advertisements having advertisement attributes and a plurality of television programs having program attributes;

a memory coupled to the receiver for storing the plurality of advertisements;

a controller coupled to the receiver and the memory that is adapted to store program attributes associated with ones of the plurality of the received television programs selected by a user in a selection history table, wherein the controller is further adapted to calculate a similarity score for each of the received plurality of advertisements based on a correlation between the program attributes in the selection history table and the advertisement attributes

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of each of the plurality of advertisements received and wherein the controller is further

adapted to determine whether the memory has available storage space for each of the

plurality of advertisements upon receipt and to store a predetermined maximum number of

advertisements in the memory so that when the number of advertisements within the plurality

of advertisements exceeds the predetermined maximum number of advertisements, the

controller stores advertisements from the plurality of advertisements having the highest

similarity scores; and

a display screen for displaying in the program guide a set of the plurality of

advertisements based on the similarity scores.

Claim 46 (original): The system of claim 45, further including a remote control that

communicates to the receiver a television program selected from the plurality of television

programs by a user.

Claims 47-48 (canceled)

Claim 49 (previously amended): A system for receiving and displaying

advertisements in an electronic program guide, the system comprising:

a receiver for receiving a plurality of advertisements having advertisement attributes

and a plurality of television programs having program attributes;

a memory coupled to the receiver for storing the plurality of advertisements;

a controller coupled to the receiver and the memory that is adapted to store program

attributes associated with ones of the plurality of the received television programs selected by

a user in a selection history table, wherein the controller is further adapted to calculate a

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similarity score for each of the received plurality of advertisements based on a correlation

between the program attributes in the selection history table and the advertisement attributes

of each of the plurality of advertisements received, wherein each of the plurality of

advertisements stored in the memory has a predetermined lifetime which identifies a time for

the controller to discard the advertisement from the memory and wherein the controller is

further adapted to retain beyond the predetermined lifetime those of the plurality of

advertisements that have a similarity score higher than a cutoff similarity score; and

a display screen for displaying in the program guide a set of the plurality of

advertisements based on the similarity scores.

Claim 50 (currently amended): The system of claim [[46]] 49, further comprising a

central processing station, wherein the remote control is adapted to send the receiver a first

request for information in response to the one of the set of the plurality of displayed

advertisements and wherein the controller is further adapted to store the first request in the

memory and convey the first request to the central processing station.

Claim 51 (original): The system of claim 50, wherein the receiver is uniquely

identified by a serial number that identifies the location and user of the receiver and wherein

a signal communicating the first request to the central processing station also communicates

the receiver serial number to the central processing station.

Claim 52 (original) The system of claim 50, wherein the receiver receives a signal

from the central processing station that communicates a processing status for the first request,

the receiver is adapted to display a message that communicates the processing status for the

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first request on the display screen, and the receiver is further adapted to delete the first

request from the memory.

Claims 53-58 (canceled)

Claim 59 (new): A method to select advertisements for display comprising:

receiving program guide data and advertising data, the program guide data including

program information that characterizes each of a plurality of programs and the advertising

data including a plurality of advertisements and advertisement information that characterizes

each of the plurality of advertisements;

maintaining a selection history that includes program information associated with

ones of the plurality of programs selected by a user;

calculating a similarity score for each of the plurality of advertisements based on a

comparison between attributes associated with each of the plurality of advertisements and

attributes associated with the selection history;

displaying one or more advertisements from the plurality of advertisements based on

one or more of the similarity scores; and

displaying request information associated with the one or more advertisements.

Claim 60 (new): A method as defined in claim 59, wherein displaying the request

information associated with the one or more comprises displaying at least one of an order

screen to purchase one of a product and a service associated with the one or more

advertisements, and an order screen to request one of a brochure and a sample associated with

the one or more advertisements.

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Claim 61 (new): A method as defined in claim 59, further comprising receiving at least one user request associated with the one or more advertisements from the user.

Claim 62 (new): A method as defined in claim 59, further comprising transmitting at least one user request responsive to the request information to a processing site.

Claim 63 (new): A method as defined in claim 59, further comprising receiving an acknowledgement from a processing site in response to transmission of at least one user request responsive to the request information.

Claim 64 (new): A method as defined in claim 59, further comprising displaying status information in response to at least one user request.

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